

**Santa Clara Tourism Improvement District  
Advisory Board Special Meeting – AGENDA**

Hilton Santa Clara  
4949 Great America Parkway  
Santa Clara, CA 95054

Friday, October 18, 2019, 9:00 a.m.

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**Call to Order**

**Roll Call**

**Public Comments**

Public comment for items not on the Agenda.

**Consent Calendar**

*Matters listed in the Consent Calendar section will be considered routine by the Advisory Board and will be enacted by one motion. If discussion is requested, that item will be removed from the section entitled Consent Calendar and will be considered separately.*

**General Business – Items for Discussion**

1. Discuss history and current state of the Visit Santa Clara website and relationship with the internet marketing and sales company, Destination Advantage.

**General Updates**

**Adjournment**

The next regular scheduled meeting is on Monday, November 11, 2019, 9:00 a.m. at the Hyatt Regency Santa Clara.

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**Brown Act:**

*Government Code 54950 et seq (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Peter Hart, GM at peter.hart@hilton.com prior to the meeting.*

**Notice to Public:**

*You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda will be heard at the meeting as noted on the agenda. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendation; however, the Board of Directors may take action other than what is recommended.*